

## CLAUDIA RAFFO

### EXECUTIVE BUSINESS COACH



#### BUSINESS BACKGROUND:

Claudia has a background in senior management. She worked for 13 years as Principal, Head of Studies and curriculum developer of two of the most recognised private higher educational training centres in Chile.

She led a team of 180 people as their operations manager. Defining recruitment standards, budget definitions, sales strategies and marketing approaches as well as designing and defining content and delivery of the products.

As a coach and consultant, Claudia has developed individual projects with CEO's and their committee members to establish trust and collaboration along the lines of their strategic planning, new defined culture and values. Given her working background and close relationship with the business world, she is very familiar with the needs and realities of multinationals as well as local businesses.

Claudia has coached C-level executives including Executive Vice Presidents of Mining companies, Chief Legal Officers, Chief Financial Officers, Chief Operating Officers from Pharmaceuticals, Executive and Senior Vice Presidents of Sales and Marketing, Vice Presidents of Logistics and Manufacturing as well as middle management in the Insurance industry.



#### AREAS OF EXPERTISE:

Coaching senior leaders to measurably improve business performance and cohesion of their executive team.

Coaching for personal effectiveness – Improving effectiveness in handling 'critical incidents/relationships'.

Coaching for accountability and handling of well-structured commitments.

Coaching for Strategic Planning development at Board level. Innovating for the definition of new business standards.



#### COACHING ACHIEVEMENTS:

##### Coach to senior CEO of Pharmaceutical Industry.

Coaching focused on working on influence, impact, leadership and engagement his new team.

This executive required help with developing his personal impact with his brand new executive board members in a new country. Result: Target of doubling operating profit in 2 years was exceeded.

Feedback from executives that his engagement and contribution to wider corporate issues has grown considerably. He has built his level of trust with a wider peer group and been promoted to a higher position after a 3 year-run in Chile.

##### Coach to Board President of a Chilean company in the mining industry.

Coaching focussed on moving this executive to empower recently hired CEO and executive committee members in order to grow into the Korean and South African markets. Coaching allowed him to restructure his company so as to give way to the new leader and in turn he could move forward into innovating. Results: significantly empowerment of new CEO allowing the organisation to successfully move its executive committee to establish a collaborative leadership culture that took them to open 3 subsidiaries: in South Africa, Korea & Brazil. The coaching focussed on restructure / reorganisation / high performance and supporting the CEO on transitioning their leadership from central corporate leadership to leading innovation in the industry. Endeavour entrepreneur.

##### Coach to senior Government Officials:

heads of major governmental service directors reporting to the ministries of Public Works, Health and Identification & Immigration. This coaching program contemplated the development of conversational skills, efficient coordination and effective communication for 12 governmental leaders.

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#### COACHING TRAINING AND PROGRAM DEVELOPMENT:

For the last 5 years, Claudia has led a team of 10 supervising coaches for the School of Coaching and Innovation for Sustainability. Claudia designed and developed this program to enable professionals and leaders in general to become change agents within their organizations.

The 1 year program focused on three major aspects:

- >> Facilitation as a tool for career development.
- >> OD models as a tool for internal consultancy
- >> Coaching as a tool for career planning and succession



#### EDUCATION & PROFESSIONAL MEMBERSHIP:

English Linguistics Degree – University of Chile.

Certified coach from The Newfield Network.

Senior Coach Certification from Newfield Consulting, USA.

Corporate Communications Degree from Diego Portales University.

Master's degree in Organizational Development and Behaviour from Diego Portales University.

She is an active member with ICF International and founding member of ICF-Chile.

Holds a PCC Credential.

She is an active member of OD Network. She is VP of Communication membership of IODA.

She has over 2800 hours of individual coaching and over 500 clients.

She is certified to work with Insights Discovery and DISC.



#### COMPANIES AND INDUSTRIES

Claudia has a vast experience training executives to become coaches within their organizations.

All of this experience made Claudia's portfolio grow throughout the years having such clients as:

- >> Mining industry and related: Teck, Yamana Gold, Codelco, Drillco Tools holding, Enami, E-CL, Schneider Electrics, Aguasin, MWH, Enex/Shell.
- >> Pharmaceutical Industry: Novartis, Roche, Grunenthal, Andrómaco.
- >> Retail: Mall Plaza, RentasFalabella, Almacenes Paris.
- >> Government officials: Ministry of Health, Ministry of Public Works, Ministry of Identification & Immigration, Las Condes Municipality.
- >> Education: Austral University, UDD University
- >> Insurance Industry: BCI



#### LANGUAGE CAPABILITY

Spanish, English (coaching fluency)

